

October 16, 2007 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

08SN0129

Colonial Heights Baptist Church

Bermuda Magisterial District
17201 Jefferson Davis Highway

REQUEST: Conditional Use to permit a computer-controlled, variable message, electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding identification sign for Colonial Heights Baptist Church is planned.

RECOMMENDATION

Recommend denial for the following reasons:

- A. The proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy for such signs relative to display colors.
- B. The requested exception to the Policy could set a precedent for similar requests.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.)

PROFFERED CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;

- b. The message or display shall be programmed or sequenced to change no more than once every ten (10) seconds;
- c. The copy display color shall be limited shades of red, blue and green;
- d. Flashing and traveling messages shall be prohibited; and
- e. Bijou lighting and animation effects shall be prohibited. (P)

GENERAL INFORMATION

Location:

East line of Jefferson Davis Highway, south of Harrowgate Road and better known as 17201 Jefferson Davis Highway. Tax ID 799-629-8735.

Existing Zoning:

C-4

Size:

4.4 acres

Existing Land Use:

Public/semi-public - church

Adjacent Zoning and Land Use:

North, South and East – C-4 with Conditional Use Planned Development; Public/semi-public
West – C-5 and MH-1; Single family residential or commercial

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Southern Jefferson Davis Corridor Plan which suggests the property is appropriate for community commercial/mixed use corridor use.

Area Development Trends:

The area is characterized by single family residential, manufactured home park, office and public/semi-public (church) uses.

Zoning History:

On July 27, 2005, the Board of Supervisors approved the rezoning of a 37.9-acre tract to Regional Business (C-4) with Conditional Use Planned Development to permit exceptions to Ordinance requirements (Case 05SN0253). Uses are limited to churches and private schools. The subject property was included in this request.

Signs:

The applicant plans to incorporate a computer-controlled, variable message electronic sign into a proposed freestanding sign. The proposed sign and computer-controlled, variable message electronic sign would comply with the size and height requirements of the Zoning Ordinance which currently permit a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet. The proposal would comply with the adopted electronic message center policy relative to lines of copy, timing of message changes and lack of flashing and traveling messages, bijou lighting and animation (Proffered Condition). The Policy requires a 2,000-foot spacing between electronic message signs. Currently, an electronic message sign identifying a church is located along the east line of Jefferson Davis Highway, approximately 1,000 feet north of the subject property. The Policy permits less spacing between these signs when they identify similar operations.

The proposal would not comply with the Policy relative to copy display color, as discussed herein.

Display Color:

The Policy suggests that display colors for electronic message centers be limited to white or yellow. The applicant wishes to have a combination of red, blue and green. As such, the request does not meet the display color limitation. Should the Commission and Board wish to approve this request, item c of the Proffered Condition should be amended to insert the word "to" before "shades".

CONCLUSION

The proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy for such signs relative to display colors. The requested exception to the Policy could set a precedent for similar requests.

Given these considerations, denial of this request is recommended.

CASE HISTORY

Staff (9/25/07):

If the Planning Commission acts on this request on October 16, 2007, the case will be considered by the Board of Supervisors on October 24, 2007.



08SN0129

C.U.



600 0 600 Feet